

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to March 20, 2006 Office Action

AMENDMENT TO THE CLAIMS

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
5. (Cancelled)
6. (Cancelled)
7. (Cancelled)
8. (Cancelled)
9. (Cancelled)
10. (Cancelled)
11. (Cancelled)
12. (Cancelled)
13. (Cancelled)
14. (Cancelled)
15. (Cancelled)
16. (Cancelled)
17. (Cancelled)
18. (Cancelled)
19. (Cancelled)
20. (Cancelled)
21. (Currently Amended) A processor-implemented method for predicting content, comprising:

receiving content from a local content database;

~~receiving content from a national content database;~~

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receiving subscriber actions from a subscriber-action database, the subscriber-action database storing information related to buttons pushed by a subscriber at a remote control while viewing content; and

processing the content received from the ~~local~~ content database, ~~the content received from the national content database~~, and the subscriber actions; and

predicting to predict future buttons pushed by the subscriber.

22. (Currently Amended) A method according to claim 21, further comprising merging the content received from the ~~local~~ content database, ~~the content received from the national content database~~, and the information related to buttons pushed by the subscriber to create subscriber choice information.
23. (Currently Amended) A method according to claim 21, further comprising ~~at least one of~~ i) correlating the content received from the ~~local~~ content database with the information related to buttons pushed by the subscriber ~~and ii) correlating the content received from the national content database with the information related to buttons pushed by the subscriber~~.
24. (Currently Amended) A method according to claim 21, further comprising ~~at least one of~~ i) categorizing the content received from the ~~local~~ content database ~~and ii) categorizing the content received from the national content database~~.
25. (Currently Amended) A method according to claim 21, wherein the step of processing the content ~~received from the local content database, the content received from the national content database, and the subscriber actions~~ comprises at least one of i) analyzing buttons pushed during preceding content and ii) analyzing buttons pushed during succeeding content.

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26. (Previously Presented) A method according to claim 21, wherein the step of receiving the subscriber actions comprises receiving buttons pushed by the subscriber to receive an alternate source of content.
27. (Currently Amended) A system for predicting content, comprising:
- a head end facility receiving ~~i) local content from a local content database, ii) national content from a national content database, and iii)~~ subscriber actions from a subscriber-action database, the subscriber-action database storing information related to buttons pushed by a subscriber at a remote control while viewing content;
 - a processor processing the ~~local content, the national content,~~ and the subscriber actions;
 - the processor predicting to predict future buttons pushed by the subscriber;
 - the processor creating tailored media content that corresponds to the predicted future buttons pushed; and
 - a server distributing the tailored media content to the subscriber.
28. (Currently Amended) A system according to claim 27, wherein the processor ~~at least one of i)~~ correlates the ~~local content~~ with the information related to buttons pushed by the subscriber ~~and ii) correlates national content with the information related to buttons pushed by the subscriber.~~
29. (Currently Amended) A system according to claim 27, wherein the processor ~~at least one of i)~~ categorizes the ~~local content~~ ~~and ii) categorizes the national content.~~
30. (Previously Presented) A system according to claim 27, wherein the processor at least one of i) analyzes buttons pushed during preceding content and ii) analyzes buttons pushed during succeeding content.

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31. (Previously Presented) A system according to claim 27, wherein the processor analyzes buttons pushed by the subscriber to receive an alternate source of content.
32. (Currently Amended) A computer program product comprising a computer readable medium including instructions for performing the steps:
- analyzing content from a ~~local~~ content database;
 - ~~analyzing content from a national content database;~~
 - analyzing subscriber actions from a subscriber-action database, the subscriber-action database storing information related to buttons pushed by a subscriber at a remote control while accessing and viewing content; and
 - predicting future buttons pushed by the subscriber.
33. (Currently Amended) A computer program product according to claim 32, further comprising instructions for performing the step of merging information related to ~~local~~ programming, ~~information related to national programming,~~ and the information related to buttons pushed by the subscriber to create subscriber choice information.
34. (Currently Amended) A computer program product according to claim 32, further comprising instructions for ~~performing at least one of the steps of i)~~ correlating information related to ~~local~~ programming with the information related to buttons pushed by the subscriber ~~and ii) correlating information related to national programming with the information related to buttons pushed by the subscriber.~~
35. (Currently Amended) A computer program product according to claim 32, further comprising instructions for ~~performing at least one of the steps of i)~~ categorizing information related to ~~local~~ programming ~~and ii) categorizing information related to national programming.~~

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36. (Previously Presented) A computer program product according to claim 32, further comprising instructions for performing at least one of the steps of i) analyzing buttons pushed during preceding content and ii) analyzing buttons pushed during succeeding content.
37. (Previously Presented) A computer program product according to claim 32, further comprising instructions for performing the step of analyzing buttons pushed by the subscriber to receive an alternate source of content.
38. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to the predicted future buttons pushed.
39. (Previously Presented) A method according to claim 38, wherein the tailored media content comprises content bundled with an advertisement for a product or service.
40. (Previously Presented) A method according to claim 38, further comprising distributing the tailored media content to the subscriber.
41. (Previously Presented) A method according to claim 38, further comprising tracking popularity of the tailored media content for a period of time.
42. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to past subscriber actions.
43. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a demographic of the subscriber.
44. (Previously Presented) A method according to claim 21, further comprising creating tailored media content that corresponds to a purchasing history of the subscriber.

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45. (Previously Presented) A method according to claim 21, further comprising receiving information related to an alternate video source received by the subscriber.
46. (Previously Presented) A method according to claim 21, further comprising presenting types of content available to the subscriber during a period of time, with the types of content comprising an alternate video source.
47. (Previously Presented) A method according to claim 46, wherein the step of presenting the types of content available to the subscriber during the period of time comprises integrating content available from the alternate video source into an electronic programming guide.
48. (Previously Presented) A method according to claim 21, further comprising providing the subscriber a log of received content.
49. (Currently Amended) A method according to claim 21, further comprising merging the content received from the local content database, ~~the content received from the national content database, the subscriber actions,~~ and information related to an alternate video source to determine what content is received by the subscriber.
50. (Previously Presented) A method according to claim 21, wherein the content received by the subscriber comprises an amount of time that an advertisement was received.
51. (Previously Presented) A method according to claim 21, further comprising analyzing the subscriber actions to determine when the subscriber initially receives an entire advertisement but subsequently only receives a portion of the advertisement.
52. (Previously Presented) A computer program product according to claim 32, further comprising instructions for accessing the subscriber actions taken by the subscriber while accessing and viewing content.

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53. (Currently Amended) A device, comprising:

a processor communicating with memory, the processor executing software stored in the memory to

receive content from a ~~local~~ content database;

~~receive content from a national content database;~~

communicate subscriber actions comprising information related to buttons pushed by a subscriber at a remote control while viewing the content; and

predict future buttons pushed by the subscriber.